



U.S. Bancorp
today

All of **us** serving you® Today more than ever, more small businesses, corporations, communities and families are making U.S. Bank their bank of choice. Because a bank that's strong and focused on customer service is the best possible financial partner — that's US. Let us put our strength, expertise and integrity to work for you.

New U.S. Bank Cash+™ Visa Signature® credit card lets customers choose their cash back categories

U.S. Bank has introduced the U.S. Bank Cash+™ Visa Signature® Card that allows cardholders to choose the categories in which they will earn 5 percent and 2 percent cash back. With choice of categories and no earning limit, cardholders are in control of receiving the most cash back because they choose their categories every quarter, allowing them to maximize their earning potential. In addition, U.S. Bank cardholders receive a \$25 bonus if they redeem \$100 at one time.



Each quarter, U.S. Bank Cash+ Visa Signature cardholders select two categories for which they can earn 5 percent cash back, including department stores, home improvement and electronic stores, restaurants and fast food establishments, airlines, hotels and car rentals. They also select a 2 percent "everyday spend" category, which includes gas stations, grocery stores and drug stores. For all other purchases made with the card, customers earn 1 percent cash back on the net total.

The creditor and issuer of U.S. Bank Cash+™ Visa Signature® card is U.S. Bank National Association ND, pursuant to a license from Visa U.S.A. Inc.

2012 Second Quarter Statistics

U.S. Bancorp reports record earnings with a 17.6 percent increase in net income and strong lending activity.

Ranking **U.S. Bank is the 5th largest U.S. commercial bank**

Period-end assets	\$353 billion
Period-end deposits	\$241 billion
Period-end loans	\$216 billion
Earnings per common share (diluted)	\$.71
Return on average assets	1.67%
Return on average common equity	16.5%
Customers	17.4 million
Bank branches	3,080
ATMs	5,085
NYSE symbol	USB
Year founded	1863

usbancorp



U.S. Bank Releases Results of 2012 Small Business Annual Survey



Small business owners' view of the economy may have improved in 2012, but 71 percent still believe the United States economy is in a recession according to results of the 2012 U.S. Bank Small Business Annual Survey.

Closer to home, the survey found more small business owners consider the financial health of their company as "good" to "excellent." Sales volatility is less of a concern now than in years past, and the number one business issue on their minds in the 2012 election is healthcare reform. The survey was released at the end of May on Connect, the small business website from U.S. Bank.

Now in its third year, the U.S. Bank Small Business Annual Survey polled 3,220 small business owners with \$10 million or less in annual revenues. "Small business owners are creating ways to succeed, despite lingering concerns about the economy," says Rick Hartnack, vice chairman of consumer and small business banking at U.S. Bank. The five top business issues on the minds of small business owners in the 2012 election are healthcare/Medicare, jobs and unemployment, taxes, the federal deficit/debt and Social Security.



First bank to offer customers FreeMonee Gifts from national retailers



U.S. Bank, in partnership with FreeMonee Network, now offers FreeMonee Gifts — cash incentives from popular national merchants to U.S. Bank Check Card customers.

U.S. Bank is continually looking for ways to reward loyal cardholders, and FreeMonee Gifts are a simple and safe way to give free cash incentives to our cardholders. U.S. Bank awards FreeMonee Gifts several times a month to select check card customers through an email that alerts them of their new, customized FreeMonee Gifts, which range from \$2 to \$50. Cardholders redeem their gift by simply using their U.S. Bank Check Card when they shop at the specific retail store, website or restaurant named in their gift message.

Elavon's SAFE-T Suite adds EMV for even greater data protection

Elavon, a wholly owned subsidiary of U.S. Bancorp and a leading global payment solutions provider, has introduced SAFE-T Suite, a security solution that now helps businesses protect card data at every step of the transaction process: when it is in use, in transit, or at rest.

EMV stands for Europay/MasterCard/Visa, and indicates an integrated circuit card for use around the world. EMV terminals read advanced algorithms contained on Chip cards to authenticate that the card is not a counterfeit. Point-to-point encryption secures the data from the time a card is presented and as it travels across the payment processing networks.



BankEast branches converted to U.S. Bank

In January 2012, U.S. Bank National Association, acquired the banking operations of BankEast, a subsidiary of BankEast Corporation, from the Federal Deposit Insurance Corporation (FDIC). The purchase included 10 BankEast branches in the Knoxville, Tenn. area. With these additions, we expanded our retail banking footprint in the attractive Tennessee market and brought our total U.S. Bank branch count in Tennessee to 91.



U.S. Bank launches banking app for iPad

In May, U.S. Bank released a new banking application designed specifically for iPad users, available for download in the iTunes store. The new U.S. Bank app for iPad comes with all of the mobile banking features that customers have come to appreciate, with the enhanced benefit of being optimized for the tablet's larger screen. For example, when searching for the nearest branch, customers can now see a map side by side with text that lists hours and a phone number.



Customers can deposit checks using the iPad's camera, just as they can in the iPhone and Android apps, in addition to making person-to-person payments, viewing account balances and transactions, paying bills, making payments to other U.S. Bank accounts such as their mortgage and car loans, and reviewing rewards information.

U.S. Bancorp moves up Surges to #35 on Barron's 2012 "The World's Most Respected Companies" list

Each year, *Barron's* surveys money managers about their views of the world's largest companies. Participants select one of four statements reflecting their view of each company: **Highly Respect, Respect, Respect Somewhat, or Don't Respect.** Point values are assigned to each response, with the highest accorded to **Highly Respect.** Complete results were published in the June 23 issue of *Barron's*.



U.S. Bancorp Business Scope

Regional

Consumer & Business Banking & Wealth Management



National

Wholesale Banking & Trust Services



International

Payments



“What others say about U.S. Bank”

- **U.S. Bank scores #1 Online Overall Customer Experience** comparing the top 10 banks in the country
– *The Keynote Online 2012 rankings*
- **Most Admired Superregional Bank** two years in a row!
– *Fortune, March 2011 and March 2012*
- **U.S. Bank one of America's Greenest Banks** for the second year in a row
– *Bank Technology News, April 2012*
- For the third straight year, U.S. Bancorp has been named by *Forbes* magazine to their list of **Most Reputable Companies**
– *April 2012*
- **U.S. Bank Recognized by Junior Achievement with Silver U.S. President's Volunteer Service Award**
– *March 2012*
- **U.S. Bank "Most Innovative Prepaid Program"**
– *2012 Paybefore Awards*
- **Elavon wins Merchant Acquirer of the Year Award**
– *2011 Cards & Payments Europe, June 2011*
- **U.S. Bank wins its second "Best Bank in the United States"** award in the *Euromoney* magazine Awards for Excellence
– *Euromoney, July 2011*
- **U.S. Bank AccelaPay mobile banking app** named **"Best in Category"** for Mobile Prepaid Application
– *2011 Paybefore Awards*
- **U.S. Bank again the #1 most trusted bank in consumer protection**
– *Ponemon Institute, 2012*
- **U.S. Bank again ranked one of the World's 50 Safest Banks**
– *Global Finance, April 2012*
- **Elavon wins award for Best Merchant Acquiring Initiative** for our International Payment Processing technology
– *2012 Cards & Payments Awards, February 2012*

U.S. Bank Convenient Cash Card ranks #1

In May, the U.S. Bank Convenient Cash™ Card was rated #1 in a comparison of 62 prepaid debit cards on nerdwallet.com, a personal finance and credit card comparison web site. Nerdwallet combines user input with thorough analysis to provide unbiased, number-based, personalized recommendations to its users.

The Convenient Cash Card, which was launched in November 2011, is a reloadable prepaid card that allows cardholders to make purchases wherever Visa® debit cards are accepted worldwide. Convenient Cash cardholders can add funds to the card at any U.S. Bank branch and withdraw money from any U.S. Bank ATM free of charge, which were significant factors in its #1 ranking in overall customer value and rating of lowest fees per year.

The Convenient Cash Card is designed to fit the lifestyle needs of the cardholder, from managing every day expenses to holiday and vacation spending.



Lines of Business

Payment Services

- Corporate Payment Systems
- Elavon: Credit, Debit, Electronic Check and Gift Card Merchant Processing
- Retail Payment Solutions: Debit, Credit, Small Business, Gift and Specialty Card Issuance
- Healthcare Payment Solutions
- Financial Institution Services

Wholesale Banking and Commercial Real Estate

- National Corporate Banking
- Middle Market Commercial Banking
- Commercial Real Estate
- Correspondent Banking
- Dealer Commercial Services
- Community Banking
- Foreign Exchange
- Government Banking
- International Banking
- Treasury Management
- Equipment Finance
- Small Business Administration (SBA) Division
- Specialized Industries and Finance
- Title Industry Banking
- Homeowners Association Banking

Wealth Management and Securities Services

Wealth Management:

- Ascent Private Capital Management
- The Private Client Reserve
- U.S. Bancorp Investments, Inc.
- U.S. Bancorp Insurance Services, LLC

Securities Services:

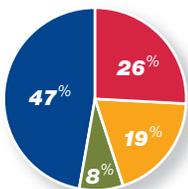
- Corporate Trust Services
- Institutional Trust and Custody
- U.S. Bancorp Fund Services, LLC
- U.S. Bancorp Asset Management, Inc.

Consumer and Small Business Banking

- Community Banking
- Metropolitan Branch Banking
- In-store and Corporate On-site Banking
- Small Business Banking
- Consumer Lending
- 24-Hour Banking and Financial Sales
- The Private Client Group
- Home Mortgage
- Community Development
- Workplace and Student Banking
- Transaction Services: ATM and Debit Processing and Services

Diversified Revenue Mix

By business line 2Q12



- Payment Services
- Wholesale Banking and Commercial Real Estate
- Wealth Management and Securities Services
- Consumer and Small Business Banking

Investment and Insurance products are:

NOT A DEPOSIT	NOT FDIC INSURED
NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY	
MAY LOSE VALUE	NOT GUARANTEED BY THE BANK

For U.S. Bank:



Deposit Products offered by U.S. Bank National Association, Member FDIC

U.S. Bank is not responsible for and does not guarantee the products, services, performance or obligations of its affiliates.

U.S. Bancorp, including each of our subsidiaries, is an Equal Opportunity Employer and a Drug-Free Workplace.

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Investments, Inc.

us bank

For U.S. Bancorp Investments, Inc:

Investment products and services are available through U.S. Bancorp Investments, Inc., member FINRA and SIPC, an investment adviser and a brokerage subsidiary of U.S. Bancorp and affiliate of U.S. Bank.

Insurance products, including annuities, are available through U.S. Bancorp Insurance Services, LLC, U.S. Bancorp Investments, Inc., in Montana U.S. Bancorp Insurance Services of Montana, Inc., and in Wyoming U.S. Bancorp Insurance & Investments, Inc. All are licensed insurance agencies and subsidiaries of U.S. Bancorp and affiliates of U.S. Bank. Policies are underwritten by unaffiliated insurance companies and may not be available in all states. CA Insurance License # 0E24641.